

ABSTRACT OF THE DISCLOSURE

Membership reward system for registering consumers as members of a membership reward program, and for providing offers to the members based upon the members' transactions with company partners of the membership program. Member participation is tracked and partners may be grouped into partner segments such that customized offers can be made to members based upon the partner segment to which the member is associated and the member's past transaction history and other information collected by the host (e.g., demographic information). The system also enables the preparation of reports and analysis regarding members, their purchases, and their purchase history.

Attorney Dkt No.: 43735/244773